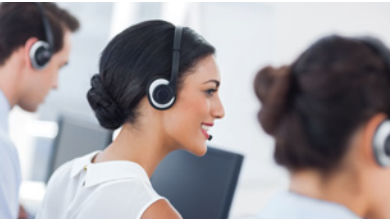Five9

OnBrand24 Success Story
Growth Through Transparency

Five9 gave call center outsourcer OnBrand24 the tools its clients wanted—such as the ability to provide campaign updates online. The result: A competitive advantage in the marketplace—and more business.

OnBrand24
Premier Call Center Services

Customer Profile

OnBrand24 provides call center outsourcing services for approximately 100 US clients in multiple industries.

- 24/7 call center with 200+ agents
- 15,000-20,000 inbound and outbound calls daily

Industry

- Contact Center Outsourcing

Website

- www.OnBrand24.com

Challenges

- Outdated, premise-based phone system
- Inadequate reporting and call recording tools
- Lack of priority scripting and other tools requested by clients

Solution

- Inbound/outbound solution from Five9
- Enhanced call recording and reporting capabilities
- Skills-based routing capability
- Lower abandonment rate
- Ability to integrate with client CRM software
- Flexibility to add seats quickly

Company Background

Founded in 1981, OnBrand24 is a leading US provider of call center outsourcing services. The company operates a 24/7 call center for more than 100 clients in a variety of industries, such as ecommerce, retail, technology, healthcare, insurance, and manufacturing. Inbound services include order processing and customer service, consumer affairs, continuity/club support, product recalls/breach support, healthcare support, and Tier 1 help desk support. Outbound services include B2B lead generation, telemarketing/telesales, appointment setting, market research, win-back campaigns, data cleansing, and trade show promotions.

More than 200 representatives provide service in OnBrand24's Beverly, Massachusetts call center, located 30 minutes north of Boston. A second call center, located in Savannah, GA, will be operational mid-summer 2013.

Outdated, Limited Technology

OnBrand24 handles between 15,000 and 20,000 calls per day, 60 percent of which are inbound compared to 40 percent outbound. Company owner and CEO Mark Fichera consults with clients on their needs and develops custom solutions that achieve their objectives.

For about five years, OnBrand24 used a premise-based contact center system from a large, global technology provider. Over time, however, it became apparent that the system lacked the latest features that OnBrand24 clients were requesting. And the features it did have—such as reporting and call recording capabilities—were deficient. "Our old technology had call recording," Fichera says, "but it was very clunky. We needed something better."

Toward the end of 2011, Fichera says, one of OnBrand24's larger clients—one that used multiple toll free numbers—asked for priority queuing, so certain numbers would take precedence over other numbers. "We couldn't do it," Fichera said. "It was our clients that really drove us to get a new system."

The Cloud Versus the Costs

As OnBrand24 began looking at new contact center technology, it considered both premise-based systems and cloud solutions. Fichera knew, however, that if the company went with another premise-based provider, time would not be on its side. "We figured that if we spent $300,000 to $400,000 on a new system, in five years it would be outdated," he said.

With a cloud system, on the other hand, "You don't have to worry about that," Fichera explained. "Your system is always going to stay current, which is an important benefit for our clients. So we thought going with a cloud solution was really the best long-term decision."

Choosing Five9

After a member of OnBrand24's IT staff discovered Five9, Fichera took part in a demonstration. He was immediately impressed. "What I really liked about Five9 was the simplicity," he said. "They didn't make things complicated. Even though there were a lot of features with the Five9 system, it was presented in a very clear manner and was easy to understand."

OnBrand24 chose the Five9 Blended Contact Center, which was implemented—quickly—in February 2012. "With other companies, we were looking at a six-month installation process," Fichera said. "Five9 was very easy to build. It took days rather than months—all the tools were there."

Immediate Results

With Five9, OnBrand24 found that bringing new clients on board was fast and simple. Says Fichera: "We can take a new client and get them up to speed in 24 hours or a couple days, versus a week with our old system."

OnBrand24 saw gains in efficiency, too. For example, in order to meet the specific needs of different clients, OnBrand24 used to divide its agents into groups based on expertise. But with skills-based routing—a feature of the Five9 cloud contact center software—OnBrand24 can prioritize inbound call traffic and ensure every call is delivered to the right agent at the right time. "The Five9 skills-based routing provided a huge boost in efficiency for us, and our training costs were reduced, as well," Fichera says.

More Effective Campaigns

That's not all. With Five9, OnBrand24's call abandonment rate fell nearly 30 percent over the past year due to wait times becoming far shorter. Meanwhile, agents are finding the Five9 screen pops and scripting tools very easy to use. "The workbook tool is great for our agents," says Fichera. "From their desktops, they can see everything that's going on. And the Five9 scripting tools allow them to handle calls from multiple companies. It's very clear and precise."

Greater Transparency

Today, OnBrand24 can not only record calls, but it can view the results of each call in an instant.

"The ability to attach disposition codes to recordings was a big plus for us," Fichera says. "If I want to see all the sales calls for a particular client—or look at all the calls about a particular technical issue—I can do that."

Even better, however, is that OnBrand24 can share this information with clients via their own Five9 portal and dashboard. Clients can view instant updates on their campaigns and even listen to recorded calls online.

Says Fichera: "Companies that use a call center outsourcer like to know what's going on, because at times they might feel like things are a little out of their control," he says. "The Five9 system really helps us with that transparency."

A Competitive Advantage

Because the Five9 platform allows organizations to integrate their contact center with other software, OnBrand24 can do the same for its clients. "We can easily export data from Five9 to our clients' CRM systems or whatever systems they are using," says Fichera. And when OnBrand24 needs to increase or decrease agent seats due to shifting call volume, Five9 provides same-day response.

"We're a relatively small call center, but Five9 allows us to compete with the larger players," says Fichera. "Many of those large contact centers have huge IT departments, but we can keep ours small thanks to Five9. Our costs are lower, which allows us to compete better."

Making the Cloud Pay

Fichera believes other organizations should think hard about the numbers when considering their next contact center system. "If you already have a large IT department and you want to keep it and the costs associated with it, a premise-based system could be an option. But who wants that? I think with today's technology moving so fast, the cloud is the much smarter choice."

As for OnBrand24's own numbers, they look great. "Our business grew 38 percent last year. The year before we switched to Five9, it was only 10 to 15 percent," Fichera says. "Five9 gave us the ability to recruit more customers and has played an integral role in our growth."

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Mark Fichera
Owner and CEO

Get More Information
Call 800.553.8159 or visit
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